DANIEL WANG

Senior UX Engineer - Melbourne

P +61-451139288

E danielwang130@gmail.com

L LinkedIn Profile

W https://danielwang.github.io/cv

OVERVIEW

UX specialist with 10+ years' experience in innovative design solutions for various platforms.

Creating UX road-maps and processes that align with the Lean UX principles in an Agile work environment. Strong management, leadership and coaching skills. Leading different types of teams through a variety of challenges.

Implementing Lean UX principles into the delivery processes, to become a high performance, customer-centric business.

Partner with researchers and designers to define and deliver new features, translate concepts into living, breathing prototypes, and iterate on interactions, animations, and details to deliver the perfect experience.

TOOLS

Wireframe & Prototype - InVision, UXPin, Axure, Balsamic, Flinto

Research & Data - Heap Analytics, Optimal Workshop, Google Analytics, HotJar

Design - Sketch, Abstract, Zeplin

Interaction - Principle

Coding - Github, Codepen, Atom, Hand coded HTML, SASS/LESS, Vanilla Javascript, jQuery, Bootstrap 4, PHP

COMPETENCIES

	Capability	
Leadership	Mentoring	Strong
	Delegation & empowering	Strong
	Knowledge Sharing	Strong
Soft skills	HR domain knowledge	Coaches others
	SASS Products (features and technical complexity)	Strong
	Mobile First	Leads
	Collaboration	Leads
	Think Strategically (alignment of business and technology)	Leads
	Innovative thinking	Strong
Craftsmanship	Front end web technologies	Coaches others
	Accessibility	Coaches others
	Frameworks (Bootstrap, jQuery, Material design)	Coaches others
	Responsive design	Coaches others
	Visual design, Interaction design (UI patterns, usage)	Leads
	Agile practice (Iterative UX, lean UX)	Strong

WORK EXPERIENCE

PageUp People | Senior UX Engineer | Nov 2011 - current

As a UX Engineer at HR technology SaaS vendor, over the last 6+ years, I have been working UX activities in Recruitment, Performance, Learning and Succession products, my role includes:

* Planning and directing research and design activities

* Working closely with product owners on BAU enhancements

* Facilitating internal workshops and collaborative design sessions

* Wireframing, prototyping and coding

* Conducting user research and validating

In last two years, I have been leading and executing the development of PageUp Design System, focused on visual design consistency, reusable Front end production code through defined foundation, components and templates at scale. My role including:

* UI patterns auditing and consolidating.

* Establishing the design principles and design language.

* Translating visual design into living and breathing design system by using Atomic Design.

* Accessible UI by writing semantic HTML and ARIA tags.

* Ensure each of the teams/initiatives have alignment to Design System and assist with the initial rollout, coaching others and where necessary oversee the implementation.

Telenav | Product Manager | Jan 2009 - May 2011

As a PM at TeleNav for targeting in Chinese market, my job function covers the following areas:

* Develop long-term strategic plans for the mobile internet products (iPhone app, mobile site), drawing from web analytics, user feedback, and market research.

* Work with the Design, Development, Marketing, and Business Development teams to define marketing requirements and functional specifications for product initiatives.

* Develop workflows, user task analysis, personas, interaction flows, information architecture, low fidelity mock-ups, navigational flows, and high fidelity prototypes.

* Identify, collect, and analyze key site performance and business metrics and use this data to

support the prioritization and definition of product initiatives.

* Manage timelines, deliverables, and requirements for projects so that they launch on time and in scope.

* Gather new ideas for website, iPhone app features by tapping into the community, actively monitoring channels for feedback.

* Optimize user experience and analyze user behavior.

Fairfax | Front-end Developer | Jan 2006 - May 2009

I was a front end web developer for the most popular media site in New Zealand www.stuff.co.nz. My main responsibilities were:

* Create HTML4/CSS2 websites based on provided designs.

* Rapidly prototype websites based on an initial wireframes.

* Hand-coded W3C-standards compliant HTML4/CSS2.

* Write minimal, semantic and re-usable HTML components and CSS selectors.

* Use of Javascript libraries like JQuery, Prototype to improve user experience.

* Write SEO friendly HTML code.

* Frontend coding for Perl.

* Web front end performance optimization.

* Website traffic analysis experience.

* Cross browser compatibility.

* Impatient to apply HTML5 and CSS3 on projects in lab.

EDUCATIONS

Victoria University of Wellington - 2006

Bsc Computer Science

Xidian University - 2003

Bsc Telecommunications Engineering